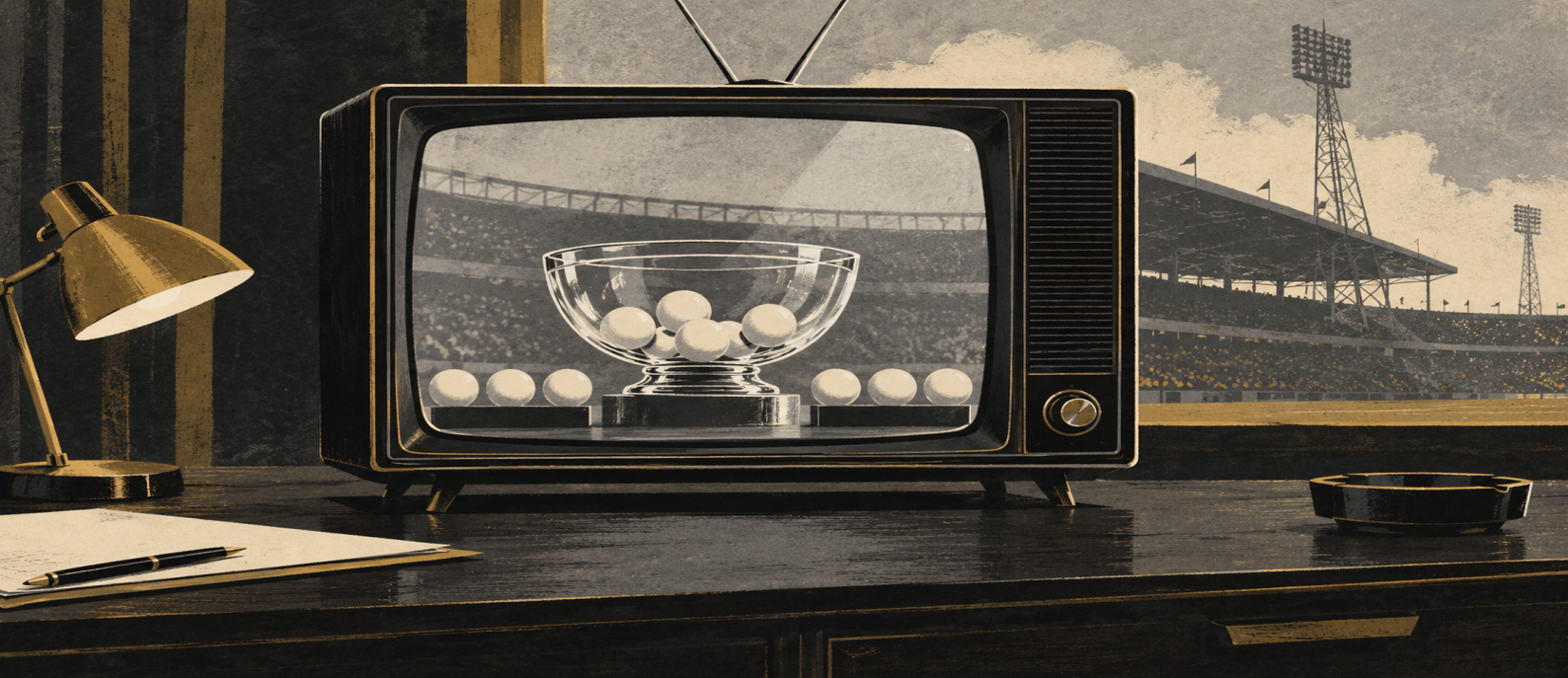




WORLD CUP HISTORY / SOURCE SHEET

The draw that went live

England 1966 and the rise of television coverage

WHEN	6 January 1966
WHERE	Royal Garden Hotel, London
MILESTONE	First FIFA World Cup final draw broadcast live on television

Why the distinction matters

The 1958 draw took place in a television studio. The 1966 ceremony was the first to be carried live to viewers, according to the Argentine Football Association. The English FA describes the 1966 tournament as the first to receive major television coverage.

Primary sources

[Argentine Football Association - History of World Cup draws](#)

[The Football Association - History of the FA](#)